



Montana Office of Tourism – Department of Commerce Tourism E-Marketing Technology Grant Overview

Purpose

The purpose of the Tourism E-Marketing Technology Grant is to assist Montana businesses improve their competitive e-marketing position within the tourism industry. Grant funding may be used for a variety of projects and will be scored based on the project's merit.

Eligibility

- Applicant must be currently licensed to do business in Montana with its principal business office located within the state of Montana.
- Projects must be legal, commercially viable, ethical, must not contain adult only material, offensive or political content.
- Grants are to be used for the creation or enhancement of e-marketing and cannot be used for domain registration, web hosting, general maintenance services, real estate marketing, resale of product(s) or annual subscriptions. This is a partial list and projects will be evaluated on a case-by-case basis.
- Applicant must be directly involved in the project. No financial pass through organizations will be allowed to apply.

There is no set number of grant awards that may be made in a fiscal year. The total dollar amount of the grant award(s) may not exceed the total amount of the funding. For fiscal year 2013, the total amount of funding is \$150,000.

A committee appointed by the Office of Tourism will review all applications. This is a competitive grant process. Applications will be strictly evaluated on seven (7) specific scoring criteria. The maximum number of points available is 100 with some areas weighed more heavily than others.

The grant application deadline is December 14, 2012
Grant awards will be announced on or around February 1, 2013

Application Instructions - An application will be considered null and void and disqualified if it is incomplete or deviates from the required format.

- applications will not be accepted if transmitted by facsimile (fax)
- one (1) original and three (3) copies of the application must be received by the application deadline
- an *Application Cover Page* must be attached to each copy
- a signed and dated *Certification* page must accompany each copy
- Applicant's Montana business license number must be listed on the *Application Cover Page* and an official copy of the business license must accompany the application
- each Section of the *Application* must be addressed on separate sheets of paper, titled and must be typed using 12-point type and single-spaced

APPLICATIONS MUST BE POSTMARKED BY
December 14, 2012
INCOMPLETE OR LATE APPLICATIONS WILL BE DISQUALIFIED



**Montana Office of Tourism – Department of Commerce
Tourism E-Marketing Technology Grant
Application Cover Page**

Applicant Information

Applicant Organization: _____

Project Contact Person: _____ Title: _____

Address: _____

City: _____ 9-Digit Zip Code: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Website: _____

Business Tax ID Number: _____

(Copy of official business certification must be sent with completed Application)

Tourism E-Marketing Project Information

Project Title: _____

Estimated Total Project Cost: \$ _____

Grant Amount Requested: \$ _____

Application deadline is December 14, 2012



Montana Office of Tourism – Department of Commerce Tourism E-Marketing Technology Grant Application

Answer each section on a separate piece of paper, title each section, single spaced and 12 point type.
Application deadline is December 14, 2012.

Section 1	Economic need 25 pts	Explain <ul style="list-style-type: none"> • Why funding is needed • Other sources of financial support for the tourism e-marketing project
Section 2	Clarity and feasibility of the project's vision 10 pts	Provide a detailed description of the tourism e-marketing project.
Section 3	Uniqueness of the project 10 pts	Explain how the project is unique and does not duplicate existing tourism e-marketing projects in the state.
Section 4	Montana Brand Support 10 pts	How does this tourism e-marketing project support the Montana Brand?
Section 5	Measurability of the goals, objectives and projected outcomes 10 pts	Describe the SMART (specific, measurable, achievable, realistic and timely) performance criteria that have been set for the tourism e-marketing project. <ul style="list-style-type: none"> • key performance criteria (goals) • objectives to achieve stated goals • a list of those responsible for monitoring performance • financial targets that have been set and the deadlines for these targets • operational targets that have been set and the deadlines for these targets
Section 6	Project's cooperative marketing efforts 15 pts	Please detail other partners who will participate in the tourism e-marketing effort and their expected benefits, both financial and socio-economic.
Section 7	Detailed budget 20 pts	Provide a detailed management and operational budget for the tourism e-marketing project. Please include: <ul style="list-style-type: none"> • Contracted services • Administrative costs • Ongoing costs • Applicant's financial investment This is not a complete list. Include any costs that are pertinent to the project's completion.

CERTIFICATION

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Tourism E-Marketing Technology Grant.

I understand that no funds will be awarded to a project that is completed prior to written approval notification by the Montana Department of Commerce, Office of Tourism.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Department must comply with certain state requirements, which may impact proposed projects. Department funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. To the best of my knowledge and belief the information contained in this application is true and correct and the governing body of the applicant has duly authorized the documentation.

Signature (required)

Name (printed)

Title

Date